

WHAT IS CLAIMED IS:

1. An information processing system comprising:
 - a first information processing apparatus for receiving a first content; and
 - 5 a second information processing apparatus for transmitting the first content to the first information processing apparatus;
 - the first information processing apparatus comprising,
 - receiving means for receiving the first content from the second information processing apparatus, and
 - 10 the second information processing apparatus comprising,
 - first acquisition means for acquiring the first content,
 - second acquisition means for acquiring a second content,
 - synthesis means for combining the second content with the first content in units of tiles, and
 - 15 second transmission means for transmitting a resultant content obtained by combining the second content with the first content by the synthesis means, to the first information processing apparatus.
 2. An information processing method for an information processing system comprising a first information processing apparatus for receiving a first content and a second information processing apparatus for transmitting the first content to the first information processing apparatus,
 - an information processing method for the first information processing apparatus, comprising:
 - 25 a receiving step of receiving the first content from the second information processing apparatus, and
 - an information processing method for the second information processing apparatus, comprising:
 - a first acquisition step of acquiring the first content;

a second acquisition step of acquiring a second content;
a synthesis step of combining the second content with the first content in units of tiles; and

5 a second transmission step of transmitting a resultant content obtained by combining the second content with the first content by the process of the synthesis step, to the first information processing apparatus.

3. An information processing apparatus comprising:

10 receiving means for receiving a content from another information processing apparatus;

detection means for detecting a tile being displayed in the content;

holding means for holding information of the tile detected by the detection means; and

15 transmission means for transmitting the information of the tile held by the holding means to the another information processing apparatus.

4. An information processing method for an information processing apparatus for receiving a content from another information processing apparatus, comprising:

20 a receiving step of receiving a content from the another information processing apparatus;

a detection step of detecting a tile being displayed in the content;

a holding step of holding information of the tile detected by the process of the detection step; and

25 a transmission step of transmitting the information of the tile held by the process of the holding step to the another information processing apparatus.

5. A program storage medium having stored therein a computer-readable program for an information processing apparatus for receiving a content from another information processing apparatus, the program comprising:

a receiving step of receiving a content from the another information processing apparatus;

a detection step of detecting a tile being displayed, in the content;

a holding control step of controlling the holding of information of the tile detected by the process of the detection step; and

a transmission step of transmitting the information of the tile held by the process of the holding control step to the another information processing apparatus.

6. A program for making a computer for controlling an information processing apparatus for receiving a content from another information processing apparatus execute:

a receiving step of receiving a content from the another information processing apparatus;

a detection step of detecting a tile being displayed in the content;

a holding control step of controlling the holding of information of the tile detected by the process of the detection step; and

a transmission step of transmitting the information of the tile held by the process of the holding control step to the another information processing apparatus.

7. An information processing apparatus comprising:

first acquisition means for acquiring a first content;

second acquisition means for acquiring a second content;

synthesis means for combining the second content with the first content in units of tiles; and

transmission means for transmitting a resultant content obtained by combining the second content with the first content in units of tiles by the synthesis means, to another information processing apparatus.

8. An information processing apparatus according to Claim 7, further comprising:

receiving means for receiving information of a tile being displayed by the another information processing apparatus, from the another information processing apparatus; and

selection means for selecting the second content to be combined with the first content, according to the information of the tile, received by the receiving means,

5 wherein the synthesis means combines the second content selected by the selection means with the first content.

9. An information processing apparatus according to Claim 8, further comprising holding means for holding information of a specific tile specified in advance among tiles,

10 wherein the synthesis means replaces a part of the first content, corresponding to the specific tile with the second content.

10. An information processing apparatus according to Claim 9, further comprising calculating means for calculating the popularity of the specific tile according to the information of the tile,

wherein the selection means selects the second content according to the popularity.

11. An information processing method for an information processing apparatus for transmitting a content to another information processing apparatus, comprising:

a first acquisition step of acquiring a first content;

a second acquisition step of acquiring a second content;

a synthesis step of combining the second content with the first content in units of tiles; and

25 a transmission step of transmitting a resultant content obtained by combining the second content with the first content in units of tiles by the process of the synthesis step, to the another information processing apparatus.

12. A program storage medium having stored therein a computer-readable program for an information processing apparatus for transmitting a content to another information processing apparatus, the program comprising:

a first acquisition step of acquiring a first content;

5 a second acquisition step of acquiring a second content;

a synthesis step of combining the second content with the first content in units of tiles; and

10 a transmission step of transmitting a resultant content obtained by combining the second content with the first content in units of tiles by the process of the synthesis step, to the another information processing apparatus.

13. A program for making a computer for controlling an information processing apparatus for transmitting a content to another information processing apparatus execute:

a first acquisition step of acquiring a first content;

15 a second acquisition step of acquiring a second content;

a synthesis step of combining the second content with the first content in units of tiles; and

20 a transmission step of transmitting a resultant content obtained by combining the second content with the first content in units of tiles by the process of the synthesis step, to the another information processing apparatus.